



Vendor Platform AI Solution for Effective Upselling and Cross-Selling

Client

Our client operates a vendor platform that connects restaurants with companies and building owners in order to organize popup events, arrange café services, and offer food delivery perks to employees.

Challenge

Our team needed to implement a feature within the client's existing food delivery app to increase average order value and enhance the customer experience by intelligently suggesting relevant items to upsell and cross-sell.

Traditional methods like manual recommendations or basic collaborative filtering were considered too time-consuming and costly to develop and maintain

Solution

Leveraging the power of generative AI, specifically large language models (LLMs) like GPT-4o, GPT-4o-mini, and Gemini Flash, First Line Software implemented a system to dynamically generate personalized upsell and cross-sell suggestions within the client's mobile app.

This system analyzes the user's current order and generates recommendations and explanations for why the items might be appealing to the existing order.

The system also collects user feedback on these suggestions to continuously improve its performance and personalize the experience further.

Key Features



Scalability

The solution can be easily scaled to accommodate a growing user base and menu items. It also allows for integrating the exact solutions into different parts of the sales process, not just in the app but also on the website and other platforms.



Cost-Efficiency

LLMs offer a cost-effective alternative to traditional machine learning models for upselling and cross-selling. LMs are more adaptive, require less manual data input, and offer faster results than other models. It speeds up time to market and reduces the cost of development.



Explanations

The AI offers clear insights in natural language into why certain items are recommended, giving users more control and helping them make informed decisions, ultimately enhancing their shopping experience.



Personalization

The system learns from user feedback to refine recommendations and cater to individual tastes.



Dynamic Recommendations

AI generates upsell and cross-sell suggestions in real-time based on the user's order and preferences.

Outcomes



Increased Average Order Value

Early results indicate a potential increase in average order value due to the AI's ability to suggest relevant and enticing add-ons.



Enhanced Customer Experience

The personalized recommendations and explanations provide a more engaging and satisfying user experience.



Cost-Effective Solution

The personalized recommendations and explanations provide a more engaging and satisfying user experience.



Rapid Implementation

The solution was implemented within a few sprints, allowing for quick deployment and faster return on investment.



Continuous Improvement

The system's ability to collect and learn from user feedback ensures ongoing optimization and personalization.

Future Considerations



Hyper-Personalization

Incorporating user preferences, order history, and even location-based data (e.g., weather) to further personalize recommendations.



Monetization

Exploring opportunities to monetize the AI's capabilities by offering premium features to restaurants or leveraging collected data for market insights.



Integration with Predictive Models

Combining LLMs with traditional predictive models to enhance accuracy and provide even more targeted suggestions.

Ready to Make AI Work for You?

Led by the team at First Line Software, this assistant is part of our ongoing work to build AI-powered user experiences that actually help people decide.



Contact us and
book a discovery
workshop



[linkedin.com/company/first-line-software-inc](https://www.linkedin.com/company/first-line-software-inc)

hello@firstlinesoftware.com